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## **Economic Impact of the Bruce Museum (Greenwich): One of Seven Connecticut Art Museums**

The Bruce Museum is a regional museum based in Greenwich, Connecticut, serving a 50 mile radius. The Museum is easily accessible from the I-95 corridor, the Merritt Parkway, and Metro North. Each year a total of 80,000 to 100,000 men, women, and children visit the Bruce to attend permanent and temporary exhibitions, school and family programs, multiple events, including two annual outdoor festivals, and the very popular museum shop, for a total economic impact for the region of over 7 million dollars.

The Bruce employs 46 people who make the work of the Museum possible, from curators, educators, exhibitions designers and installers, retail shop manager, guards, and administrators, as well as trained docents and other volunteers (total 450). Together they make it possible for the Bruce to serve a broad and diverse community. The Bruce's educators and docents conduct programs and tours for over 16,000 children in school programs, after school programs, off-site outreach programs at schools, vacation and summer programs, and family events, tailoring school programs to the local curriculum and State standards, and reaching children not only in Greenwich, but also Norwalk, Stamford, Bridgeport, Redding, and in between. Volunteers clocked over 15,000 hours for the Museum. The Bruce's executive director, curatorial staff, and occasional visiting guest curators mount between twelve and fifteen temporary exhibitions each year, many with lavish catalogues; in addition the Museum has several permanent exhibitions. Funding for temporary exhibitions is frequently national in origin, bringing additional dollars into the State.

The Bruce Museum is the cultural capstone of the Town of Greenwich. The benefit to the greater Greenwich area included approximately \$1.9 million in spending on food, entertainment, transportation, retail purchases, and lodging. Yet, visitors come not only from nearby (55% from Fairfield County), but also New Haven, Litchfield, and Westchester Counties as well as a significant contingent also from New York City--both residents and tourists. For example, over 5,000 people flock from far and wide to the Bruce's two annual outdoor festivals, generating significant income for Connecticut artists, craftspeople, and food vendors.

The seven museums in our Consortium are all mindful of the constraints on the State's economy in these difficult times. All seven here before you are collectively requesting an annual appropriation of \$1.5 million--funds that are designated for *increased* operating expenditures on exhibitions, programs, and marketing, making it possible for us to serve more museum goers--children and adults seeking educational experiences and cultural enrichment--who in turn generate income for the State of Connecticut. The seven museums have experience working together on exhibitions, marketing efforts, and the Connecticut Art Trail. The metrics attest to the breadth of our impact on the citizens of Connecticut and the many jobs we support. Collectively, our Consortium will have an economic impact of at least nine million dollars annually, based on the leveraged return of \$6 for every \$1 invested; individually, each of us will be able to have an economic impact on our respective regions of over \$1.2 million.

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